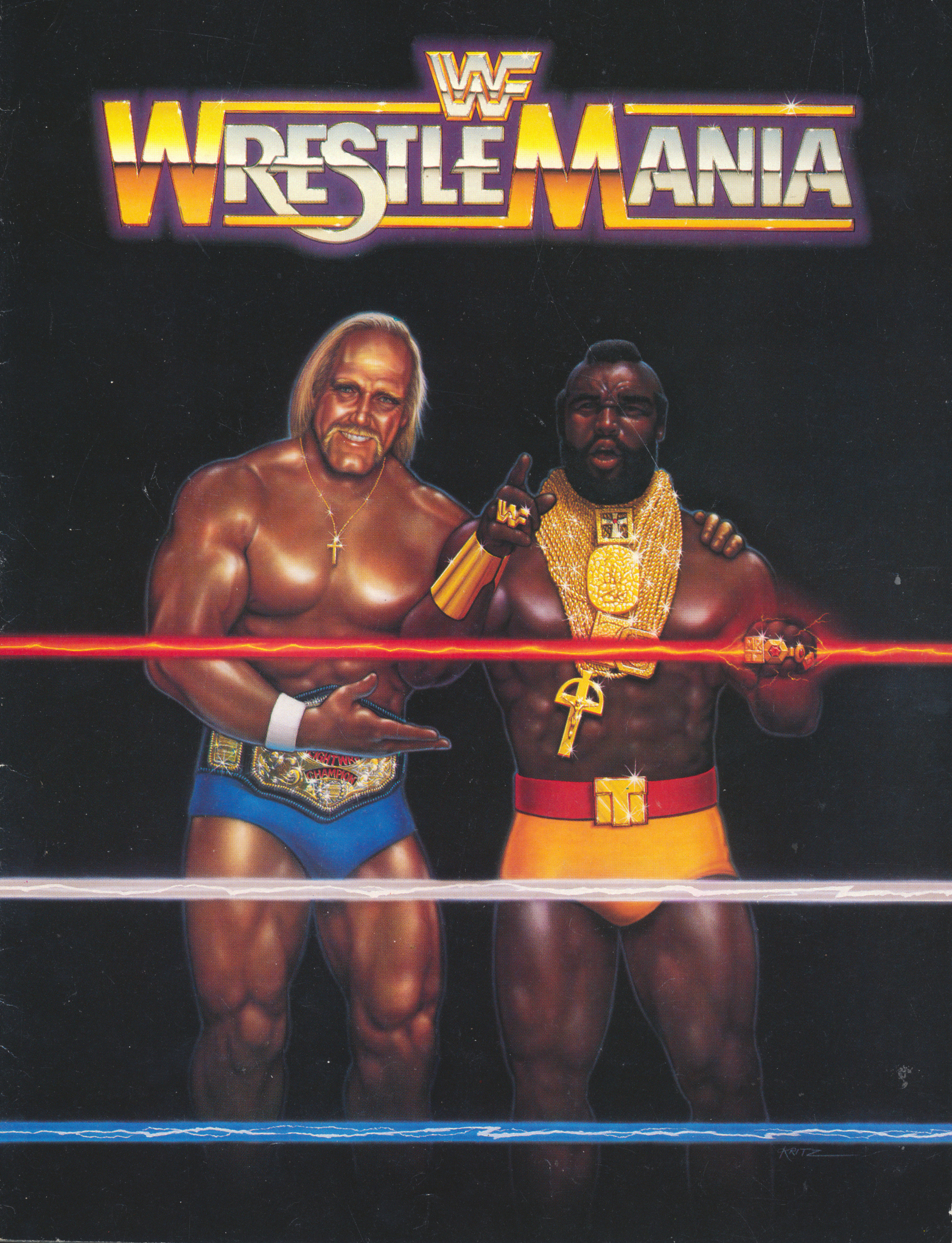
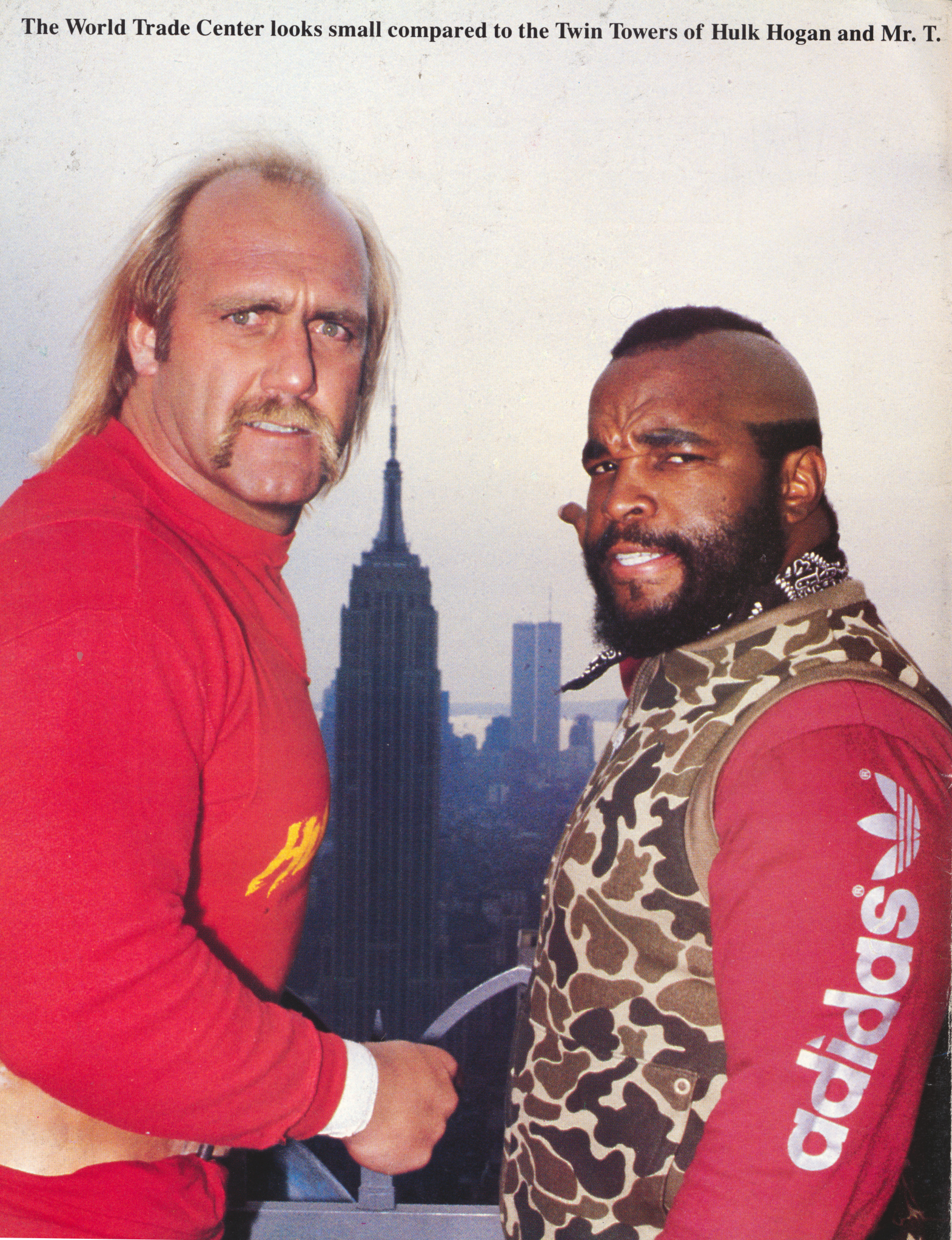
WWF WRESTLEMANIA



The World Trade Center looks small compared to the Twin Towers of Hulk Hogan and Mr. T.



GRAMMY WINNER
CYNDI LAUPER

MARCH 31 • 1985

TIMEKEEPER
LIBERACE

WWF WRESTLEMANIA™

MUHAMMAD ALI
GUEST REFEREE

BILLY MARTIN
RING ANNOUNCER

MAIN EVENT TAG TEAM

WWF CHAMPION
HULK HOGAN
AND
MR. T

VS.

ROWDY
RODDY PIPER
AND
PAUL ORNDORFF
MR. WONDERFUL

IN THE CORNER
JIMMY "SUPERFLY" SNUKA

IN THE CORNER
"COWBOY" BOB ORTON

WWF WOMEN'S CHAMPIONSHIP

CHAMPION
LELANI KAI
MANAGED BY
FABULOUS MOOLAH

VS.

CHALLENGER
WENDI RICHTER
MANAGED BY
CYNDI LAUPER

$15,000 BODY SLAM MATCH

ANDRE THE GIANT

VS.

BIG JOHN STUDD
MANAGED BY BOBBY "THE BRAIN" HEENAN

TAG TEAM TITLE MATCH

CHAMPIONS
BARRY WINDHAM AND **MIKE ROTUNDO**
MANAGED BY
LOU ALBANO

VS.

CHALLENGERS
THE IRON SHEIK AND **NIKOLAI VOLKOFF**
MANAGED BY
FRED BLASSIE

INTERCONTINENTAL TITLE MATCH

CHAMPION
GREG VALENTINE

VS.

CHALLENGER
JUNK YARD DOG

DAVID SAMMARTINO
MANAGED BY
"LIVING LEGEND" BRUNO SAMMARTINO

VS.

BRUTUS BEEFCAKE
MANAGED BY
"LUSCIOUS" JOHNNY VALIANT

MATT BORNE VS. **RICKY STEAMBOAT**

KING KONG BUNDY VS. **S.D. JONES**

TITO SANTANA VS. **THE EXECUTIONER**

MATCHES ARE LISTED IN REVERSE ORDER OF APPEARANCE.

Wrestlemania Takes Over!

By Edward Ricciuti

WrestleMania has arrived. The brutal, back-breaking training sessions are over. So is the time for big talk and bad-mouthing the opposition. Today, the only things that count are raw courage, strength, speed and—by all indications—the ability to give and take in brawls vicious beyond belief. Pride, prestige and wrestling futures are all on the line. It is time to settle the score, wipe out insult and avenge injury.

The matches topping the *Wrestle-Mania* card are more than great wrestling contests. They are the culmination of vendettas and grudges between the principals that have heated to the boiling point. The competitors represent vastly opposing wrestling philosophies and, indeed, approaches to life.

Hulk Hogan, World Wrestling Federation (WWF) Champion, and Mr. T, rock-'em, sock-'em star of television's *The A Team* and the motion picture *Rocky III,* face Rowdy Roddy Piper and Paul "Mr. Wonderful" Orndorff in a vengeance match for all the marbles. Cowboy Bob Orton is in the Piper-Orndorff corner while Jimmy "Superfly" Snuka, who has had a running feud with Piper and Orton, serves as the corner man for the Hulkster and Mr. T.

In the other featured match, Wendi Richter, WWF Women's Champion until February 18, will try to regain her title from Leilani Kai, who took it from her amidst explosive controversy. Kai's manager is the Fabulous Moolah, from whom Richter originally won her championship.

Richter's manager, meanwhile, is rock music superstar Cyndi Lauper. A fervent supporter of women's grappling, Lauper symbolizes what has come to be known as the "rock 'n wrestling connection." As such, she has earned the enmity of Rowdy Roddy Piper, the leader of forces in the WWF that would like to sever the links between wrestling and rock.

The lengths to which Piper will go to achieve his ends were dramatically demonstrated during a ceremony in the ring at Madison Square Garden honoring Lauper a few months ago. It started the chain of events leading to today's duel. Piper stormed the ring and assaulted Lauper, as well as her manager, David Wolff, and Captain Lou Albano. As he was about to create even more havoc, Piper was chased from the arena by Hulk Hogan, who rushed out of the dressing room when he heard the screams of the Garden crowd.

Following that shocking incident, lines were drawn in the wrestling world and even beyond between those who supported the wrestling-rock link and those opposed to it.

"Cyndi and Hulk are the greatest, man," avowed the Junkyard Dog.

"Piper isn't fit to wear a skirt," charged Gloria Steinem.

"Piper, why don't you fight like a man?" asked Geraldine Ferraro.

"Rock and America stink," said the Iron Sheik.

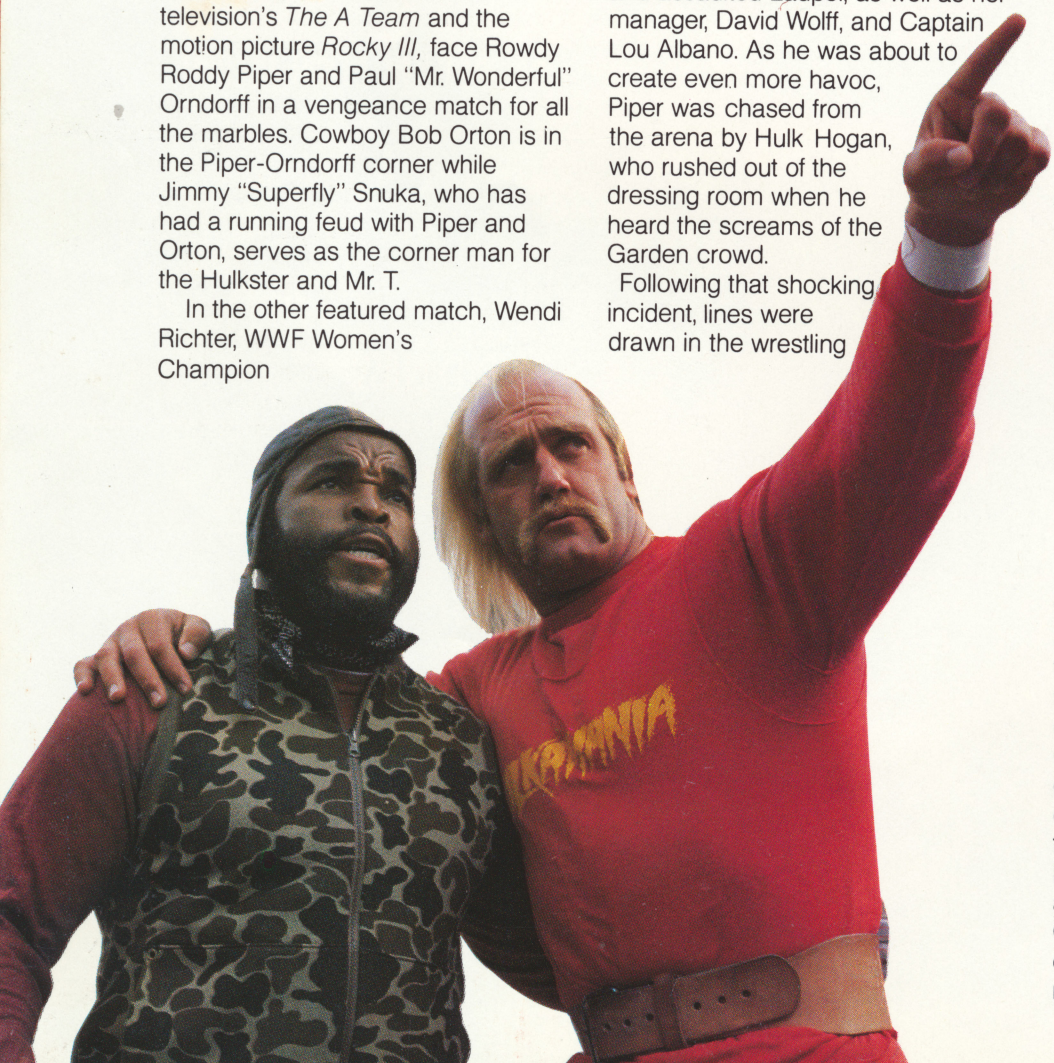
"Rockers are trash," said Bobby "The Weasel" Heenan.

"You rock punks get out of wrestling," warned Big John Studd.

Prodded by insults from the Piper crowd and anxious to defend the honor of Cyndi and the rock connection, Hogan agreed to meet the Scot February 18 at the Garden. The match, billed as "The War to Settle the Score" and shown over MTV music television, was one of the most furious ever witnessed in a wrestling arena. From the first, the two men exchanged elbow smashes, eye rakes and forearm blows. Hogan managed several times to slam Piper to the canvas, but the rugged Scot retaliated, jumping on Hulk's back and holding on like a leech. From that position, Piper applied a sleeper that quickly became an illegal choke.

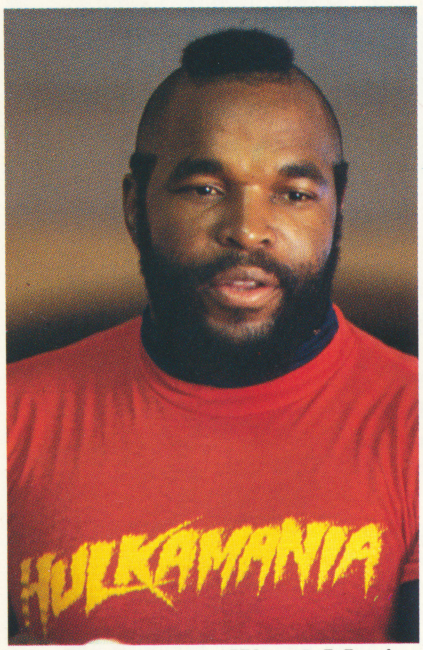
Piper rode a gasping Hulk to the canvas and continued to apply pressure. Just as the Hulkster seemed about to lose consciousness, a sudden burst of energy surged through his massive frame, and he began to rise from the canvas. Piper's grip faltered, and Hulk threw him off. Then the two men continued to battle on their feet.

Piper, as is his way, tried every foul tactic he could think of to take out the Hulkster. From Piper's corner, Orton tried to lend support. But his mobility was curtailed because, earlier in the card, Snuka had injured the Cowboy's arm. When Orton tried to grab Hulk by the hair, Hogan further damaged the arm by smashing it on the ringpost. Knowing he would be ineffective as Piper's bodyguard with a bad arm, Orton signalled Paul Orndorff to take his place in the corner. The fact that Orndorff was readily available indicates that his



involvement was part of a pre-conceived plan to sabotage the Hulkster.

During the melee, Hulk was knocked into the referee, who fell to the canvas, unconscious. The collision also sent Hogan into the ropes, where Piper pounded him furiously. Hulk reeled on the ropes until the Scot took him down to the mat. And then the incredible happened. Orndorff climbed to the top rope, and delivered a smashing knee drop onto the prostrate form of



Mr. T reflects on WrestleMania.

Hogan, held down by a smirking Piper. Then Piper and Orndorff began to kick the fallen champion viciously.

Lauper, at ringside with Captain Lou Albano, climbed onto the ring apron to protest. Leaving Hogan down and groggy from the ferocious beating, Piper and Orndorff advanced menacingly on Lauper. At this point, from his seat in the audience, Mr. T—an old friend of Cyndi and the Hulk—pulled himself on to the apron and persuaded Cyndi to return to her seat.

The drama was still not over. Egged on by Piper and Orndorff, Mr. T entered the ring. As soon as he did, they suckered him with a cheap shot from behind, sending him down. Meanwhile, however, Hulk had regained his senses. As Piper and Orndorff turned to face him, Mr. T also got to his feet. Confronted with an enraged "T" and Hulkster, Piper and Orndorff fled. But they returned moments later with Bob Orton and tried to regain the ring. A Pier Six brawl followed. Police and security personnel tried to separate the battling wrestlers, but the donnybrook did not end for several minutes. As a result of it all, Piper was disqualified and Hogan declared winner.

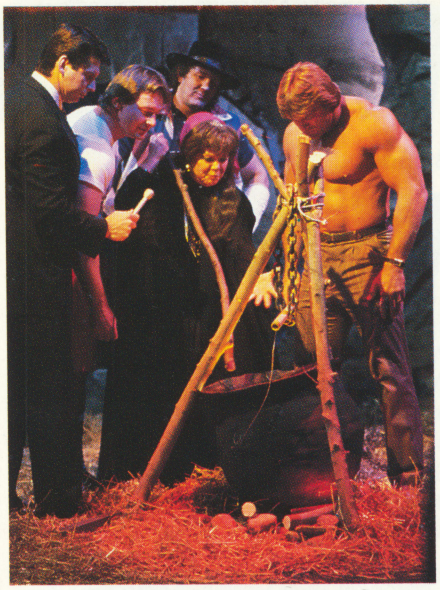
Wendi Richter was not as lucky as the Hulkster. From the opening moments of her bout with Leilani Kai, it was apparent that she was the target of a conspiracy. As Moolah shouted instructions from ringside, Kai pummeled Richter with illegal blows, yanked her hair and repeatedly choked the champion. Richter fought back with a bow-and-arrow, armbars, and drop kicks. She appeared to be getting the best of Kai when Moolah pulled a distraction. Like a wildcat, she turned on Cyndi. When Wendi went to help her manager, Moolah smashed the champion in the head. Kai then jumped Richter, banged her into the turnbuckle, made the pin and took the belt. Before a stunned crowd, Moolah and her new champion pridefully strode out of the arena.

In the days that followed "The War to Settle the Score," the stage was set for today's confrontation. Both sides vowed vengeance and accepted one another's challenges.

"One battle doesn't settle a war," said Hogan. "I'll do all I can to defend my title belt and the rock 'n wrestling connection. 'T' and I are an awesome team. We're psyched. As far as Piper and Orndorff are concerned, we've got a bad attitude."

"I'll stand behind my friends Hulk and Wendi," promised Lauper.

"I'm mad, man," said Mr. T. "Nobody ever hit me from the back before. 'T' stands for torture and tough, training and teamwork. We're gonna have to play dirty with those guys. None of that clean stuff. This is street fighting. Combat zone. I'm



Who will be the victor?

gonna take Hulk to the alleys to train, and he's gonna take me to the gym. We'll be unstoppable. I pity the fools."

"Leilani Kai and Moolah tricked me," says Wendi. "They won't fool me again. I'm going to get back my belt."

As for Piper and his cohorts, they have expressed nothing but contempt for their opposition.

"I'm the real champion," said Piper. "I left Hogan lying there like a piece of garbage. He needed 'T' to help him. Bring on that big, dumb blond man, the 'Shuckster,' and that black dude with the crazy haircut."

And Orndorff warned Mr. T, "Boy, you stuck your nose in somebody else's business. Now we're gonna break it off."

"I've deserved the belt for a long time," said Kai. "I'm keeping it. Wendi the wimp won't ever get it back."

The talk is now finished. All concerned know that the only action that matters is in the *WrestleMania* ring.

WRESTLING COMES OF AGE

By Edward Ricciuti

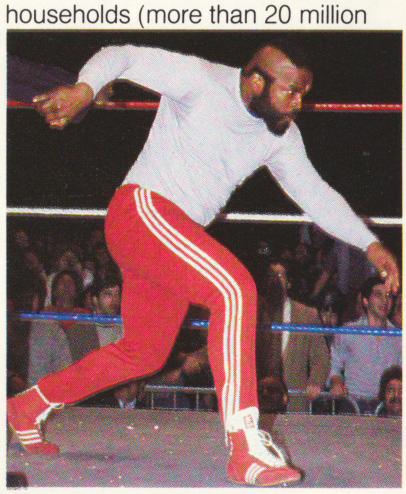
WrestleMania, the largest and most ambitious closed-circuit wrestling event ever produced, is the latest in a series of spectaculars produced by the World Wrestling Federation (WWF). The WWF is the only wrestling organization of international scope, with events held regularly throughout the United States and Canada, as well as in dozens of other countries, including Japan, Kuwait, Bahrain and Egypt.

WWF superstars such as World Champion Hulk Hogan, Andre the Giant, and Jimmy "Superfly" Snuka are among the most widely recognized athletes in the world. Only in the WWF do wrestlers attain international prominence. This fact has enabled the WWF to attract the top talent in the ring today, by most estimates the best ever, as the wrestling saying goes, "to wear the tights." WWF mat stars include representatives of many other countries besides the United States and Canada. They are by all accounts some of the finest athletes in the world. Nowhere else but in the WWF are there performers such as Snuka, who weighs 250 pounds and yet can hurl himself 15 feet into the air from the ring ropes. Or former Olympian Ken Patera, the first man ever to military press 500 pounds. WWF stars include some of the biggest men on Earth. Andre the Giant towers over seven feet tall and weighs more than 500 pounds. Hulk Hogan's biceps—his "pythons"—each measure 24 inches around.

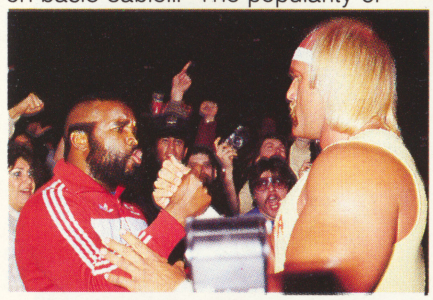
The excitement provided by these athletes has helped create an increase in wrestling attendance second among sports only to the National Football League. Major arenas are regularly sold out for WWF events and the number of sites where WWF wrestlers show their stuff are increasing by leaps and bounds.

Recently, moreover, what the media now calls "the wrestling 'n rock connection" has resulted in a marriage between rock music and the WWF. Rock stars such as Cyndi Lauper are involved in wrestling—Lauper manages Wendi Richter, who attempts to retake her world title from Leilani Kai tonight—while leading wrestlers have joined the world of rock, appearing regularly on MTV, the cable music channel.

Nothing indicates the rapid growth of the WWF more than the expansion of its television network, from a handful of stations to approximately 100 broadcast outlets and cable systems in little more than two years. The WWF Network, which includes superstation WTBS (Turner Broadcasting) and the U.S.A. Cable Network, reaches more than 7 million households (more than 20 million people). The WWF share of the viewing public is impressive. Last November, for instance, WWF shows earned a 9.6 national Nielsen rating. During October, according to the trade journal *Advertising Age*, the WWF wrestling talk show, *Wrestling TNT*, "was the highest-rated program on basic cable..." The popularity of WWF television has attracted national advertisers, such as Bic Corporation and Coleco Industries, for the first time in the history of the sport.



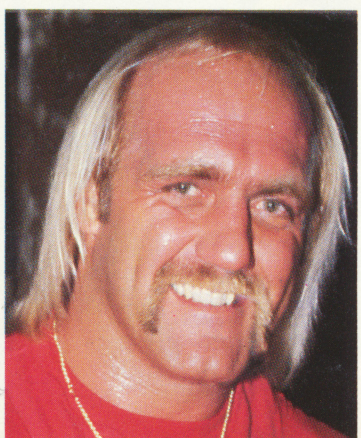
Mr. T leaps into WWF action.



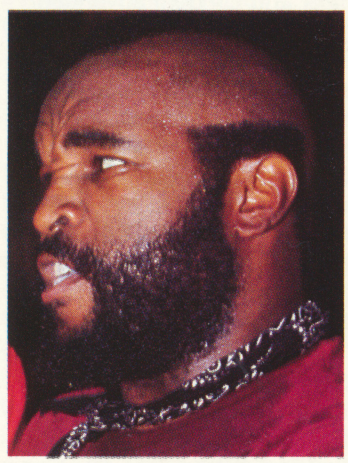
Hulk: "Mr. T, it's you and Me."

The WWF also is the only wrestling organization with a publishing arm. It publishes the *Official World Wrestling Federation Magazine* and the *World Wrestling Federation Program*. Additionally, the WWF operates the *Pro Wrestling Hotline*, which offers fans in many major markets a chance to dial direct and hear their favorite grapplers over the telephone.

Professional wrestling under the WWF has become a major form of sports recreation. *WrestleMania* is a reflection of that popularity. WF



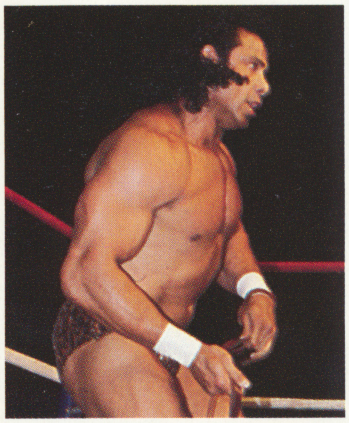
Hulk Hogan: World Wrestling Federation Champion...took title January 1984 from Iron Sheik...24-inch biceps, 303 pounds...fierce competitor...player wrestler "Thunderlips" in film *Rocky III*.



Mr. T: Starred in *Rocky III*...stars as "B.A." (Bad Attitude) on NBC television's hit series *The A Team*... rugged street fighter from the ghetto.

The Fabulous Moolah: Took title from Judy Grable in 1956...lost to Richter in July 1984...Leilani Kai's manager...tough veteran who operates major school for women wrestlers...crafty and dangerous.

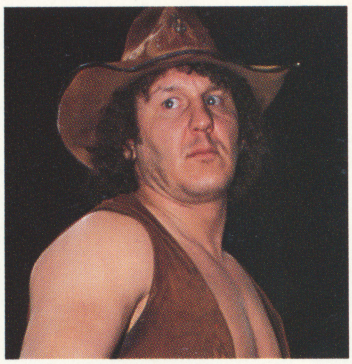
Rowdy Roddy Piper: Hosts *Piper's Pit* television show...known for dirty tricks and high intelligence... considered one of most dangerous people in WWF.



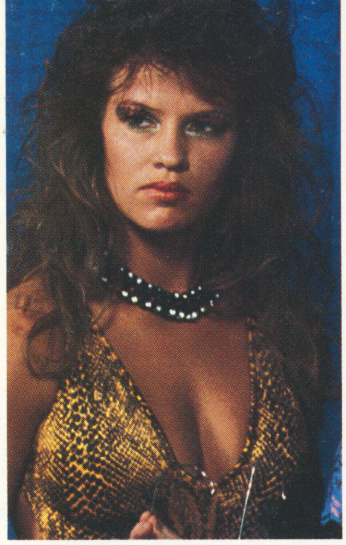
Jimmy "Superfly" Snuka: WWF star ...known for leaping high off top ring rope and smashing down on opponents...enemy of Piper and Orton.

Leilani Kai: Took title from Wendi Richter in February 1985...managed by Moolah...powerful and no-holds-barred wrestler.

Cyndi Lauper: Rock music superstar and manager of Wendi Richter... winner of two American Music Awards, won Grammy Award, first recording artist to have five hit singles from debut album, received award in 1984 from WWF for support of women's wrestling...pioneer of "rock 'n wrestling connection."

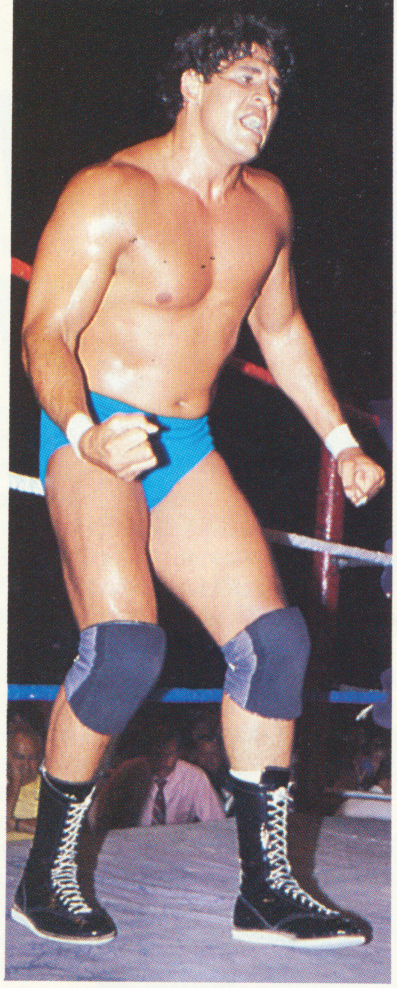


"Cowboy" Bob Orton: Skillful but dirty wrestler...master of suplex off top rope ...Piper's associate and bodyguard.



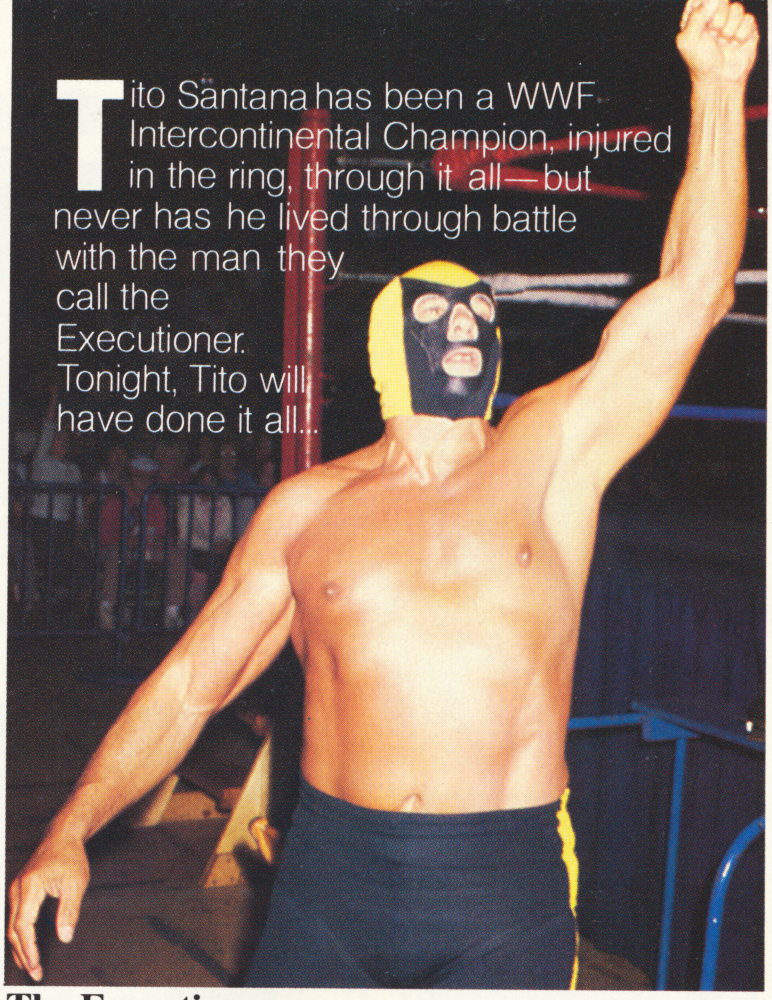
Wendi Richter: Won championship from The Fabulous Moolah in July 1984...lost to Leilani Kai in February 1985...managed by Cyndi Lauper... skillful wrestler but can brawl.

Paul "Mr. Wonderful" Orndorff: Former professional football player... body building star...vicious battler in ring...known for inflated ego.



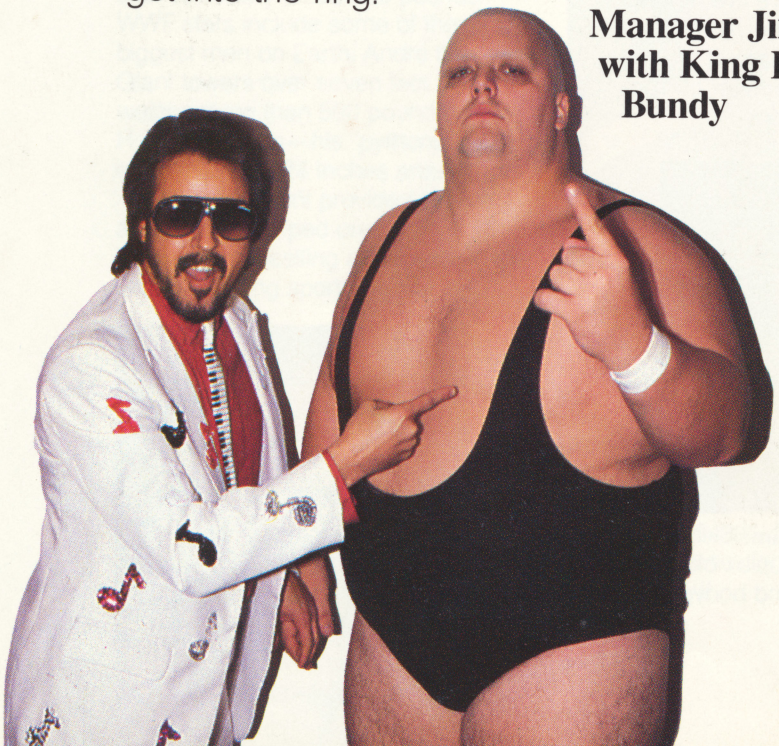
Tito Santana

Tito Santana has been a WWF Intercontinental Champion, injured in the ring, through it all—but never has he lived through battle with the man they call the Executioner. Tonight, Tito will have done it all...

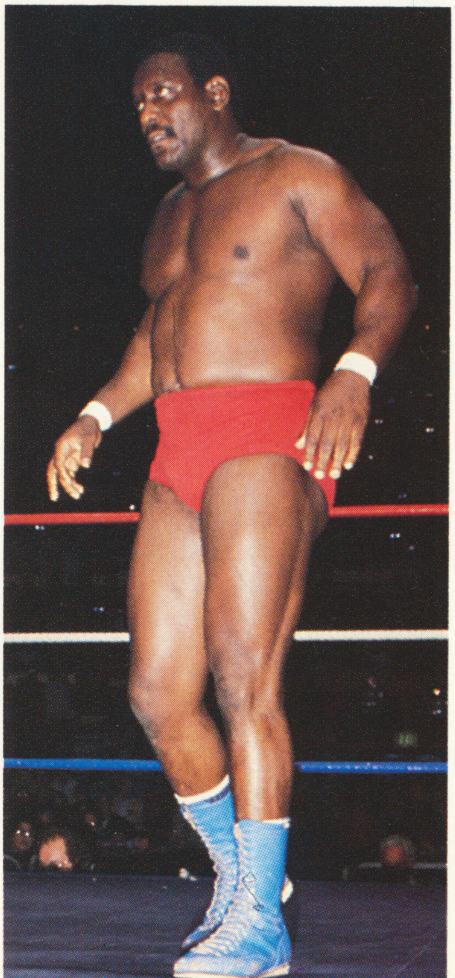


The Executioner

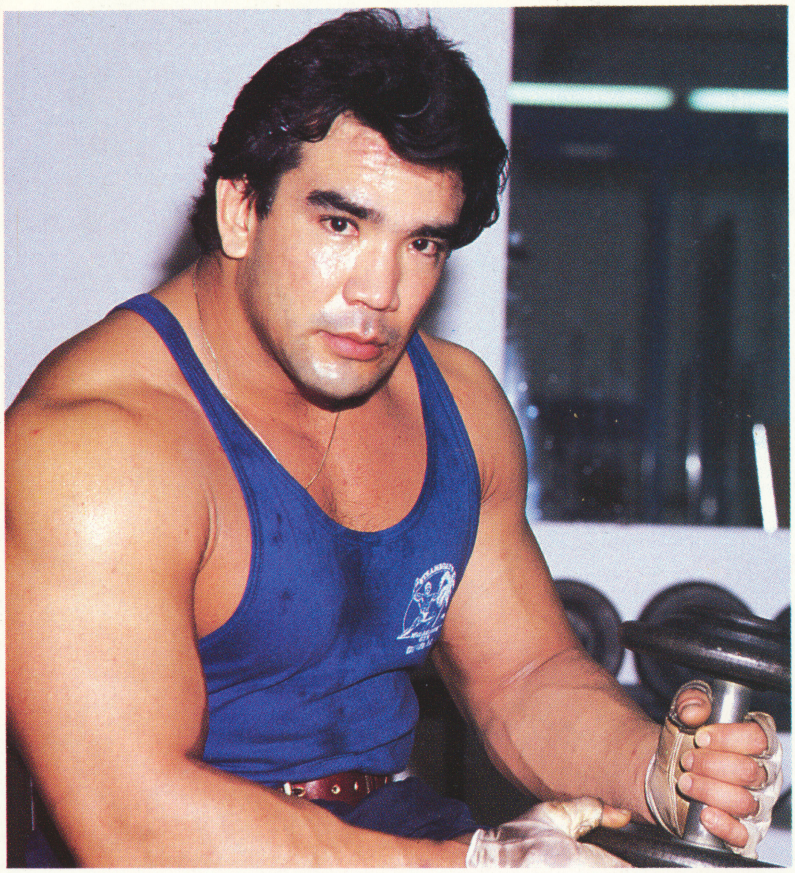
King Kong Bundy and his manager Jimmy Hart have some big plans for S.D.— But "Special Delivery" Jones has plans for King Kong as well, and nobody will be monkeying around when they get into the ring.



Manager Jimmy Hart with King Kong Bundy



"Special Delivery" Jones

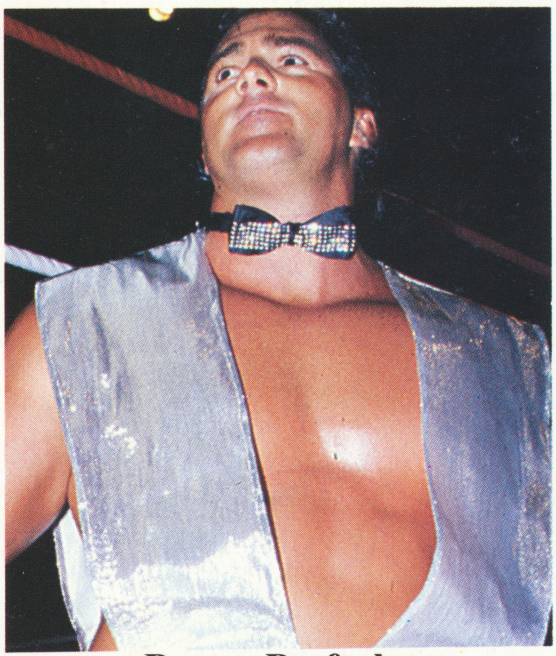


Ricky Steamboat

Ricky Steamboat is one of the most recent newcomers to World Wrestling Federation superstardom. His pair-off with Mat Borne will be one of the highlights of WrestleMania. Watch for Steamboat's airborne antics.

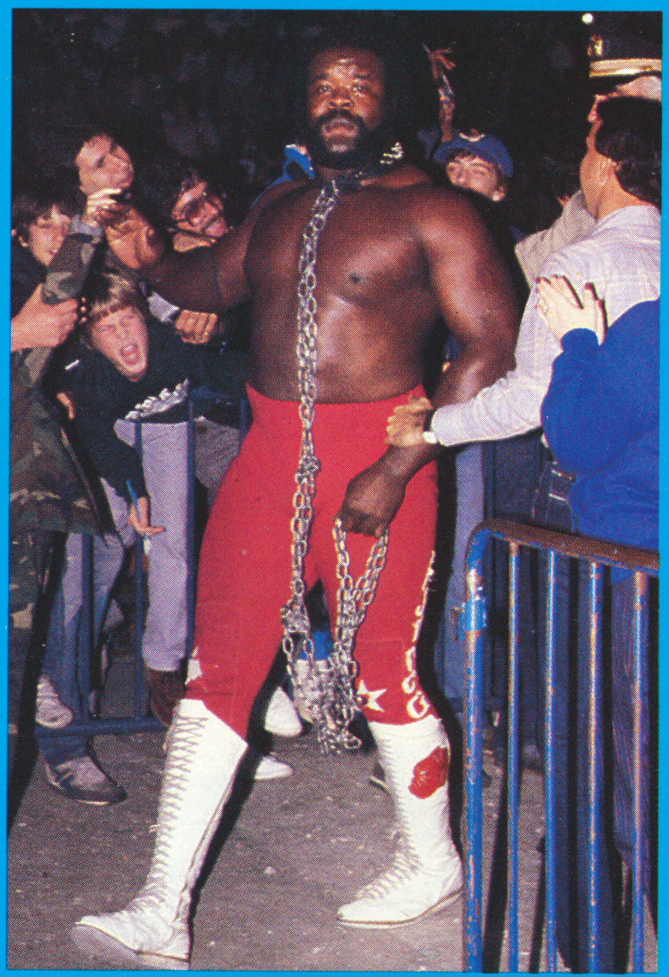
Like his father, the legendary Bruno Sammartino, David has his loyal fans. Brutus Beefcake has fans, too—himself included. It promises to be an extraordinary challenge for both.

David Sammartino



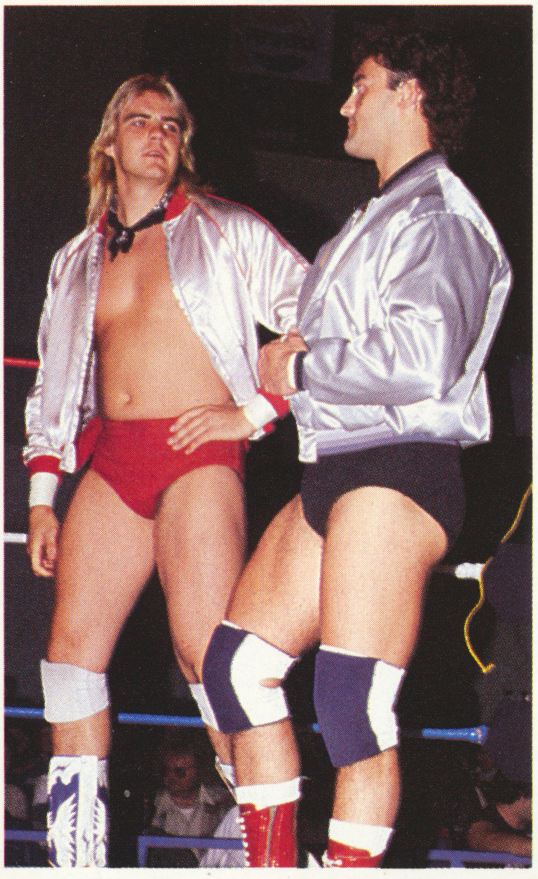
Brutus Beefcake

Greg "The Hammer" Valentine

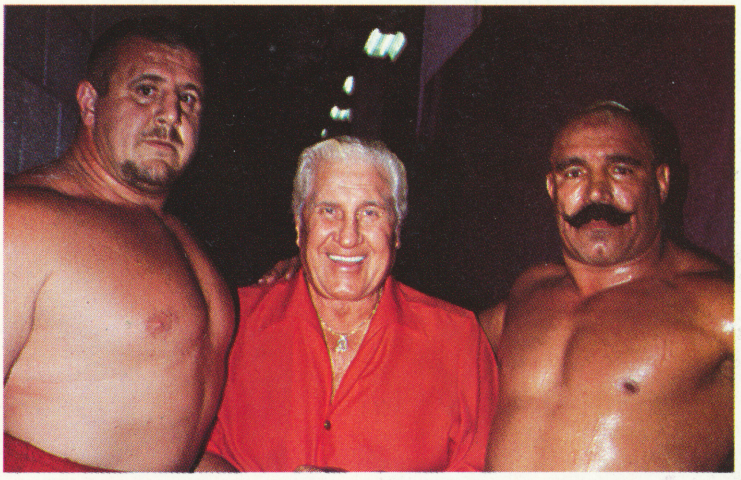


Junk Yard Dog

Greg Valentine will not break any hearts if he looses the Intercontinental Belt. His arrogant attitude has a lot of people rooting for the underdog—Junk Yard Dog. When he's unleashed, JYD's bite is worse than any bark.



Barry Windham and Mike Rotundo

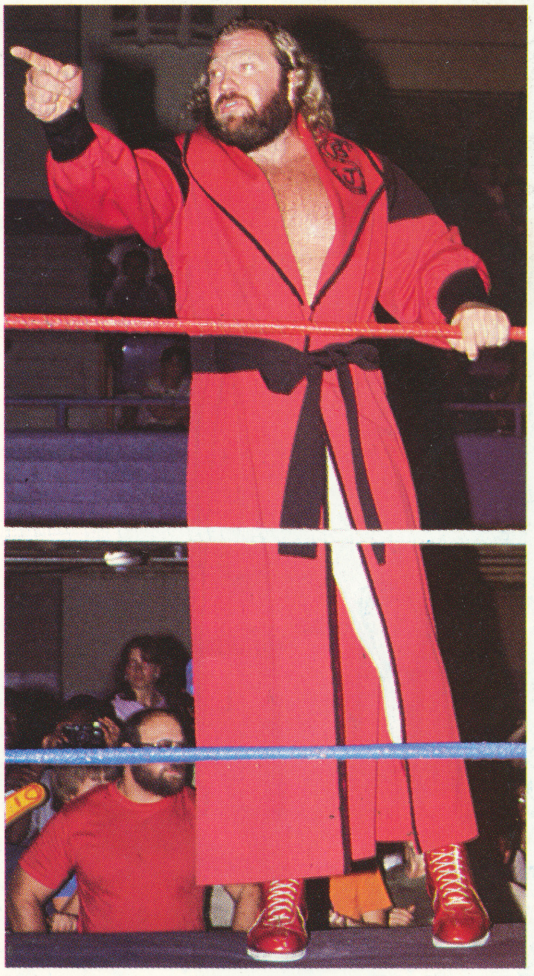


Nikolai Volkoff, Manager Fred Blassie and The Iron Sheik

Windham and Rotundo have captured the hearts of just about every red-blooded American—except, speaking of Red, Nikolai Volkoff and The Iron Sheik. This will be an international affair...

Andre The Giant

Andre accepted a challenge from Big John Studd—if he body-slams Big John, Andre wins $15,000. If Andre does not, the stakes are even higher—the Giant must retire. This could be a hair-raising challenge.

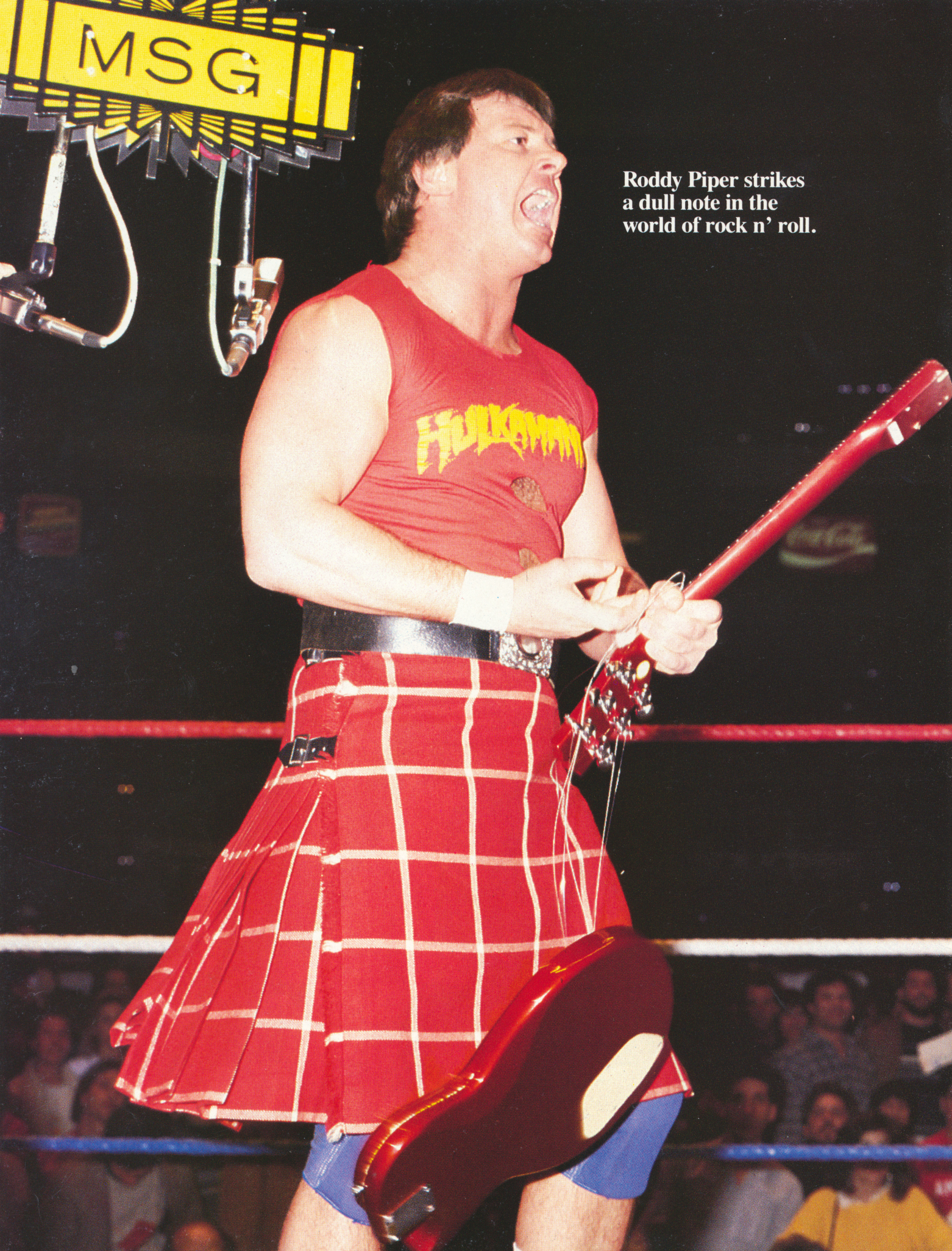


Big John Studd

Moolah has created another witches' brew—the evil that compels Leilani Kai to erupt like a volcano onto the WWF Wrestling scene. The WWF Ladies champ has the challenge of her career—Wendi Richter—herself a former WWF Champ.

The Fabulous Moolah and Leilani Kai

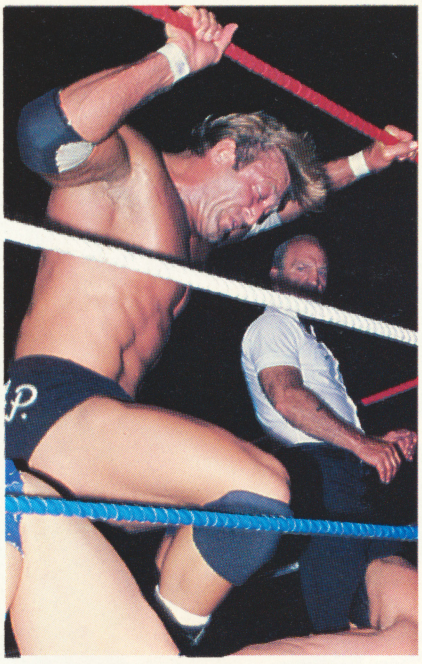
Wendi
Cyndi Lauper, the queen of rock n' roll has style. She also has Wendi Richter, former WWF Ladies Champion. Together, they claim that rock n' Wendi will triumph.
Ain't No Free Ride To The Top
Cyndi



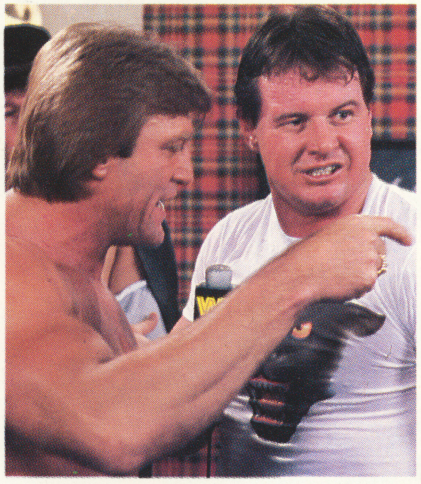
Roddy Piper strikes a dull note in the world of rock n' roll.

Rowdy Roddy and his friends (all two of them) Paul Orndorff and Bob Orton have put their muscle where their mouths are. It's Talk vs Rock as Piper and company do the unthinkable—challenge the Hulk & "T."

Piper & Orndorff laying plans

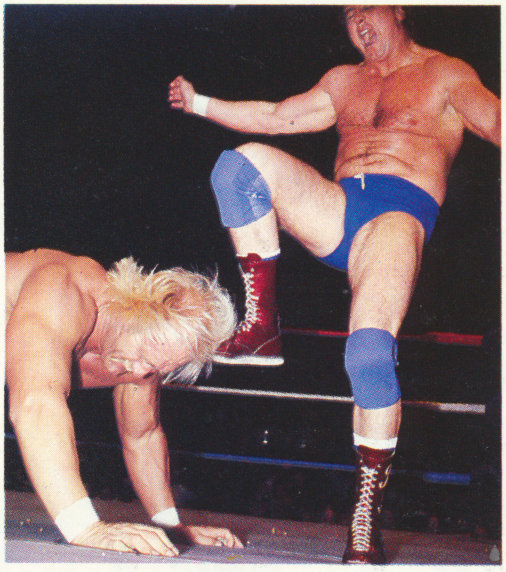


Orndorff: a menace to fair play.

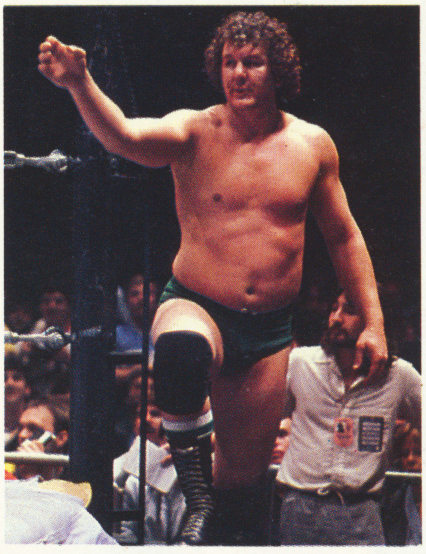


The threats heat up to a boil...

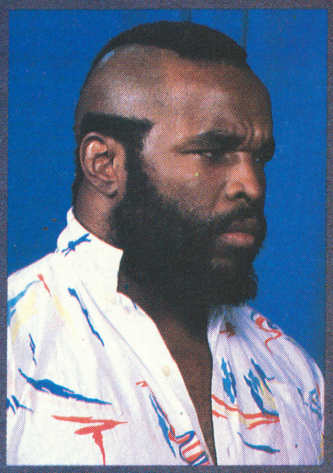
"Mr. Wonderful" strikes a humble pose.



Piper does things sane men would not dream of...



Orton: ready to 'ride' the ring.



Hulk Hogan with friend (above) and foe (below.)

EXTRA

Hollywood Star Gazette

HULK HOGAN & MR. T START TO TRAIN FOR MARCH 31

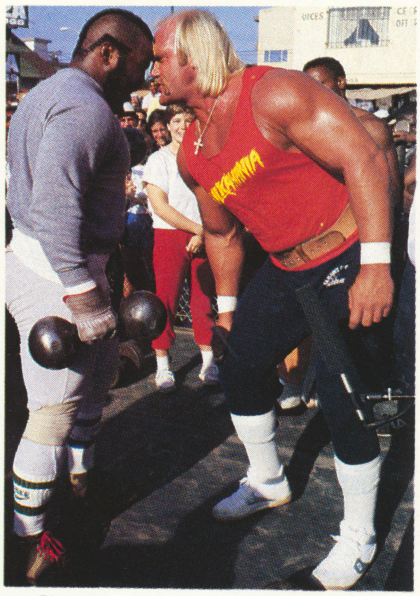
Baker Wins Council Race

Heart Outlook Bright: Mayor

CATALINA TO BE MOVED 10

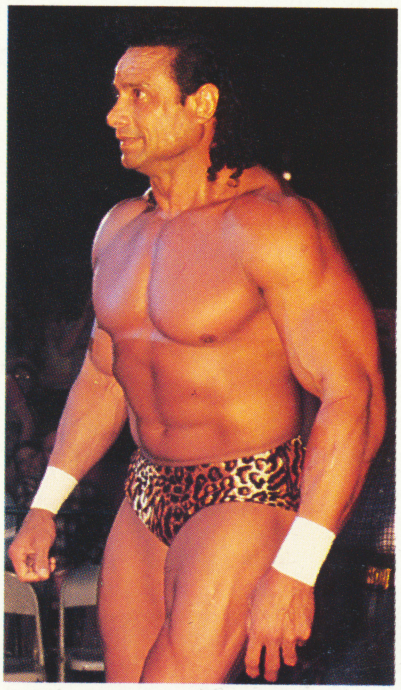
MAYOR DEMANDS PROBE

ROCHESTER, N.Y.

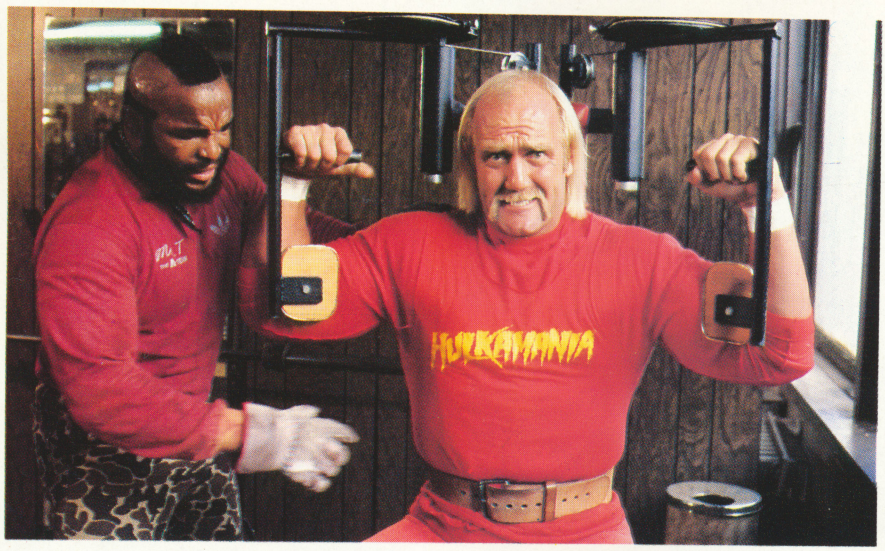


Getting psyched for victory

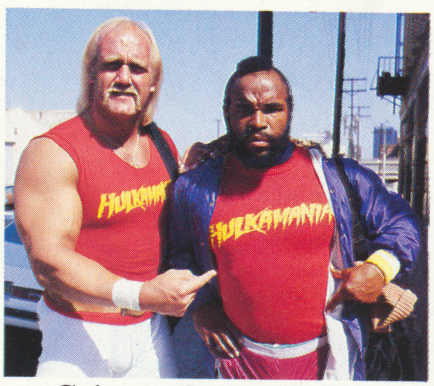
Talking strategy in Central Park



Superfly: guarding the corner



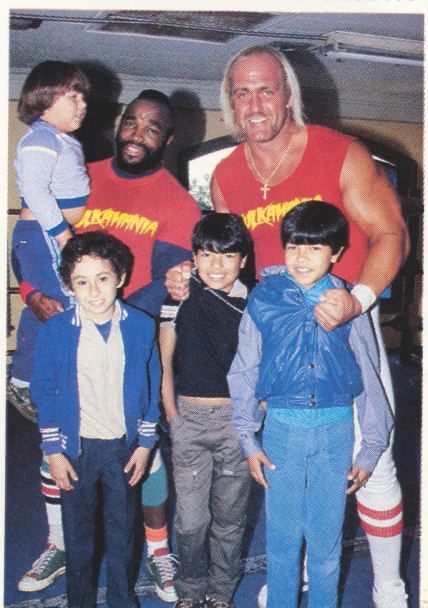
A grueling workout is part of training.



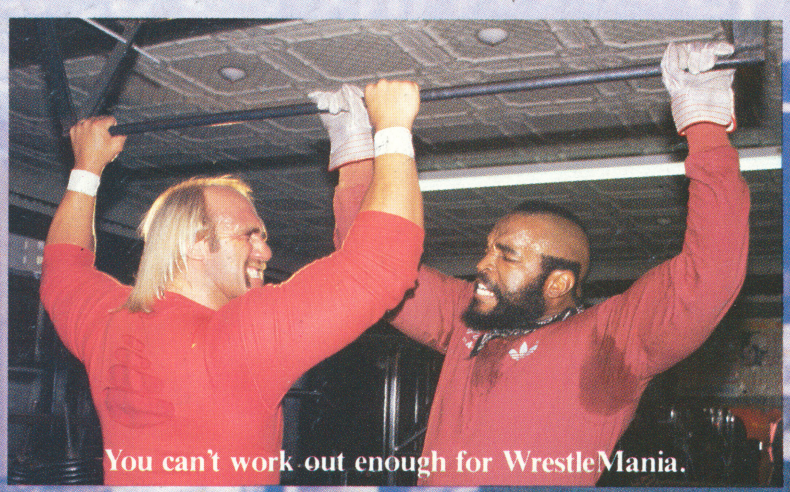
Going to the gym in L.A.

Hulkamania has been running wild with a new running mate—Mr. T. The votes are in: this team is the favorite. From The Big Apple to Hollywood, if you know someone who would challenge this pair, pity the poor fool!

Hulk and Mr. T with some of their millions of friends...



For Mr. T and Hulk Hogan, WrestleMania could be just the beginning...



You can't work out enough for WrestleMania.

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